

Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 USIA-15 DRC-01 RSC-01 SS-20

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R 191030Z DEC 73

FM AMEMBASSY ROME

TO SECSTATE WASHDC 2400

UNCLAS ROME 14081

POUCHED INFO TO : FLORENCE, GENOA, MILAN, NAPLES, PALERMO,
TRIESTE, TURIN.

E.O. 11652: N/A

TAGS: BEXP

SUBJ: TOURISM PROMOTION

FOR COMMERCE UNDERSECRETARY TABOR FROM AMBASSADOR

1. BEFORE LEAVING ROME FOR LONDON CHIEFS OF MISSION MEETING ON
DECEMBER 11, I OPENED MISSION'S FIRST GENERAL MEETING WITH
CARRIERS SERVING US TO DISCUSS COLLABORATIVE ACTION IN PROMOTION
OF TOURISM TO US.

2. I WAS GRATIFIED TO NOTE ENTHUSIASM OF SCHEDULE AND CHARTER,
ONLINE AND OFFLINE CARRIERS TO WORK TOGETHER TOWARD THIS GOAL
IN COMPANY WITH EMBASSY, CONSULTEES AND USIS - EVEN WHEN THE
MISSION'S LACK OF ADDITIONAL RESOURCES WAS BONESTLY NOTED.
WE SHALL CONTINUE TO MEET TO DEVELOP SPECIFIC ACTIO PROGRAMS.

3. ALL CARRIERS WERE QUITE OPEN IN STATING NEED FOR US TRAVEL
SERVICE TO RETURN TO ITALIAN MARKET. ALL BELIEVED USTS OFFICE
SHOULD BE REOPENED BUT IN THE MEANTIME USTS SHOULD SUPPLY AS
MINIMUM PROMOTIONAL LITERATURE, SLIDES, FILMS AND TRAVEL
STATISTICS TO CARRIERS.

4. IN VIEW OF YOUR INTEREST IN THIS TOPIC WHEN I VISITED YOU
SEVERAL MONTHS AGO, I WISH TO INVITE TO YOUR ATTENTION THE
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IMPORTANCE THE CARRIERS PLACE ON USTS ACTIVITY IN ITALY.

URGE YOUR CONTINUING EFFORTS IN SUPPORT OF A PROMPT USTS RETURN
TO ITALY.VOLPE

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